

Press release

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Christchurch Commercial Radio Audience Measurement

Survey 1 – 2016

Auckland, May 5, 2016 – Results of the Christchurch 2016 Commercial Radio Audience Measurement Survey 1 conducted by GfK were released today at 1pm.

Department of Statistics estimated population data at 30 June 2015 indicates approximately 411,000 people aged 10+ years usually live in the Christchurch survey area used for the Commercial Radio Audience Measurement Survey. Of these, 80.2% listen to a commercial radio station at some time during the week.

The survey, conducted over 12 weeks and sampling 1,197 people aged 10+ years shows More FM has most commercial station listeners, with 100,500 different people tuning in each week. The Edge has second highest with 74,100 different listeners, followed by The Breeze with 72,200. ZM has fourth highest commercial cumulative audience of 53,200, and The Rock is fifth highest with 53,100.

The highest commercial station market share was achieved by More FM with a 16.8% share of all commercial radio listening. Second highest commercial share is The Sound with 10.8%, followed by Newstalk ZB with 10.7%. Fourth highest commercial share is Breeze with 10.2%, and Rock has fifth highest with 8.3%.

Breakfast results (Mon-Fri 6am-9am) show More FM with the highest share; 23.1% of commercial radio breakfast listening, followed by Newstalk ZB with a 12.7% share. Breeze is third with 10.2% share of commercial radio listening, followed by The Sound on 7.0%, and Edge is fifth with 6.9%.

The table below shows the weekly cumulative reach and station share results for the latest survey.

Further details of the survey and results for all subscribing commercial radio stations in the Christchurch market can be found at

<http://www.gfk.com/en-nz/solutions/audience-measurement-and-insights/>

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Commercial register
Nuremberg HRB 25014

**Table 1: GfK New Zealand Commercial Christchurch Survey 1 2016
Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn**

	Weekly Cumulative Reach ¹		Station Share ²	
	000's	Rank	%	Rank
More FM	100.5	1	16.8	1
Edge	74.1	2	7.7	6
Breeze	72.2	3	10.2	4
ZM	53.2	5	5.2	8
Rock	53.1	6	8.3	5
The Sound	53.0	7	10.8	2
Newstalk ZB	44.0	8	10.7	3
Radio Live	30.5	9	3.7	10
Mai FM	29.6	10	3.6	12
Hits	26.1	11	3.7	11
Radio Sport	22.2	12	2.5	13
Radio Hauraki	19.6	13	1.8	15
Coast	19.3	14	3.9	9
Magic	12.2	15	2.3	14
Rhema	7.3	16	0.6	16
Star	4.1	17	0.4	17
George FM	3.9	18	0.3	19
Mix	3.9	19	0.2	21
Tahu FM	3.6	20	0.3	18
Flava	1.9	21	0.3	20

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¹ The number of different listeners aged 10 years and over reached by each commercial station per week

² The percentage share that each commercial station has of the total commercial listening done over a week by those aged 10 years and over



About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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